

Recommendation: **GRANT ADVERTISEMENT CONSENT**

96/51222/009 Listed Building Application for new painted lettering, 2 projecting timber hanging signs & one logo sign on front elevation, 1 blackboard sign, 1 logo sign & 2 timber signs on rear elevation & 1 timber sign in garden (all non-illuminated) (as amended by drawing received 16/10/96) Permitted December 96

90/51222/005 L.B. application for two non- illuminated hanging signs on front elevation; three non- illuminated plaques fixed to building & one on front of garden wall. Permitted Feb 91

90/51222/004 Two non-illuminated hanging signs on front elevation; three non-illuminated plaques fixed to building and one on front of garden wall. Permitted Feb 91

09/51222/002 Two non-illuminated hanging signs on front elevation; three non-illuminated plaques fixed to building and one on front of garden wall. Refused

3 Proposal

Application for advertisement consent - replacement advertisements and lighting comprising: Front elevation: 2No. written signs; 1No. Band logo; 1No. brass plaque and 1No. stone plaque together with 8No. downlighting floodlights and 2No. lanterns. Rear elevation: 1No. facility sign; 1No. brass plaque and 1No. stone plaque; 1No. garden sign.

4 Policy Considerations

National Planning Policy Framework 2012

Havant Borough Local Plan (Core Strategy) March 2011

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| CS11 | (Protecting and Enhancing the Special Environment and Heritage of Havant Borough) |
| CS12 | (Chichester Harbour Area of Outstanding Natural Beauty (AONB)) |
| CS16 | (High Quality Design) |

Havant Borough Local Plan (Allocations) July 2014

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| DM21 | (Shopfronts, Signs, Security Shutters and Advertisements) |
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Listed Building Grade: Grade 2
Conservation Area: Langstone

5 Statutory and Non Statutory Consultations

Development Engineer:

I have no adverse comment to this application.

Chichester Harbour Conservancy:

The Conservancy has no objection to this application, but asks that the following matters be negotiated if possible:-

- Brightness of the proposed replacement flood lights/lanterns is kept to a suitably low level by condition (given the sensitive location on the edge of the Harbour);
- Suggest the proposed Green King sign on the front elevation be moved to the rear elevation to avoid an awkward and cluttered appearance on the main Harbour-facing elevation.

Conservation Consultant:

UPDATE 04/12/14

Changes satisfactorily deal with points raised, so content for LB consent to be granted. It is my view the lpa does not have control over the date displayed. To cover this point I advise the following informative.

INFORMATIVE

The applicant's attention is drawn to possible inaccuracy of the date to be displayed as part of sign item 2. Local historical research suggests the correct date is 1727. It should be possible to verify the date of the first licence with the Hampshire Record Office <http://www3.hants.gov.uk/archives>

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 9

Number of site notices: 2

Statutory advertisement: 22/08/2014

Number of representations received: 12 (Original application) with 14 names including Residents association and Langstone Village Association

Summary:

Example of acceptable alternative signage on Greene King pub

Writing font issues

Concern over GK logo

Over branding

Clutter

Existing form of lettering and font should be retained

Maintenance/repair work required for building

Corporate branding not required

Changes proposed would mar delightful landscape

Impact on Listed Building

Impact on Conservation Area

Detract from landmark building

Contrary to policy CS11

Precedent

Accuracy of license date questioned

Pub neglected

Heritage and Planning Statement inaccuracy

Alternative signage suggested

Impact on Chichester Harbour

2 Revised application (further comments from original objectors)

Langstone Residents Association are content with amended proposed signage.

Current objection only to item 3 (Greene King Logo) as this is not in keeping with traditional facade.

7 Planning Considerations

- 7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:
- (i) Principle of development
 - (ii) Impact on amenity
 - (iii) Impact on Highway Safety
- (i) Principle of development
- 7.2 The building is a commercial public house, and the principle of signage is considered acceptable. As the building is Listed and the site is within a Conservation Area there is a need to ensure that the adverts preserve or enhance the building and the Conservation Area.
- (ii) Impact on amenity
- 7.3 The site is located in the Langstone conservation Area, Chichester Harbour AONB and is a listed building (Grade 2). The advertisements have been amended following advice from the Conservation Consultant and third party representations and are now considered to be sympathetic to their context and the Listed Buildings character and appearance. In terms of the wider Conservation Area, the design of the signs and their detailing are considered to have an acceptable impact on the character and appearance of the Conservation Area.
- (iii) Impact on Highway Safety
- 7.4 The Development Engineer has raised no objections to the proposed advertisements on highway safety grounds and the proposals are considered acceptable.

8 Conclusion

- 8.1 In conclusion the proposed advertisements and lighting are considered acceptable in the context of the Public House. They have been designed to preserve the character and integrity of the Listed Building and would have an acceptable appearance in the Conservation Area and AONB. The proposals raise no highway safety concerns. Advertisement Consent can therefore be recommended.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00790

(A) subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

Design & Access Statement

Location Plan Licence no. 100041040

Elevations Sheet 1 of 4 dated 21st November 2014

Signs 1-5 details Sheet 2 of 4 dated 21st November 2014

Lanterns, Flood lights and sign 8 Sheet 3 of 4 dated 21st November 2014

Existing Site Sheet 4 of 4 dated 21st November 2014

Reason: - To ensure provision of a satisfactory development.